

ABSTRACT

The invention concerns paper or cardboard with improved printability, designed to be printed with gravure or flexographic printing, consisting of a base fabric coated with at least a standard surface coat, a coating of a composition based on specific pigments for improving the standard surface coating contact with printing ink, said composition containing at least a specific pigment selected in the group including silicon, precipitate calcium carbonate (PCC), calcined kaolin on their own or mixed, and being deposited on the base fabric in the proportion of not more than five grams per square meter (5 g/m²). The invention also concerns a method for making said paper or cardboard.